

PROPAGANDA PROJECT PROPOSAL

Group Members:

Step 1. Identify the Proposal

- The name of the video that you are planning to make:

- The reason for choosing this subject:

Step 2. Identify the Target Audience

- The type of person who will see this video (i.e. Alphas, Betas, Deltas, Omegas, Epsilons)

- Audience characteristics (what are these people like?):

- How the video will entertain this audience:

Step 3. Identify Propaganda Techniques to Be Used

- The major propaganda technique planned:

- Other forms of propaganda that will be used:

- Slogans and/or jingles to be used:

Step 4. Describe How You Will Make This Video Unique

- Write your answer at length here:

- Who will do what in the creation of this video:

Step 5. Identify the Expected Results

- The grade you wish to obtain:

- The criteria used to evaluate the effectiveness of your video:

